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H B WHAT IS CLAIMED IS:

1. An immortal B-cell line WI-L2-729HF.
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2. A hybridoma resulting from the fusion of an immunized lymphocyte and a cell line according to Claim 1.

3. A method for enhancing fusion frequency of a B-cell fusion partner and reducing fetal calf serum dependency which comprises:

selecting HAT-sensitive immortalized lymphoblastoid cells;

growing the cells at high confluent density while slowly reducing concentrations of fetal calf serum in the nutrient media;

transferring the cells to Iscove's ^{medium} ~~media~~ containing insulin ^{said medium} and conditioned with mouse peritoneal fibroblasts;

isolating cells capable of growing in Iscove's serum-free ^{medium} ~~media~~;

cloning the cells under limiting dilution conditions to provide expansions of single cells; and

selecting for high fusion frequency from the resulting clones.